

What is Claimed:

1. A device for electronically pricing product above a shelf comprising:
 - a bus having a plurality of contact strips,
 - means for attaching said bus to said shelf,
 - a price display unit for electronically displaying a product price,
 - means for removably attaching said price display unit to said bus,
 - said price display unit having contacts for making electric connection to said contact strips,
 - a control unit for storing pricing information, and
 - said control unit electrically connected to said contact strips of said buswherein said price display unit receives electric power and a display signal from said control unit through said contact strips of said bus.

2. A device for electronically pricing a plurality of products on an elongate shelf comprising:
 - a bus having a plurality of contact strips,
 - means for attaching said bus to said shelf,
 - a plurality of price display units, each of said price display units having means for electronically displaying a product price and having contacts for making electric connection to said contact strips,
 - means for removably attaching said price display units to said bus,
 - a control unit electrically connected to said contact strips,

said control unit providing power and a display signal to each of said plurality of price display units attached to said bus

3. The device of claim 2 wherein said bus is attachable to a price track on a shelf.

4. The device of claim 2 wherein each of said price display units are removably attachable to said bus and said device further comprises means to prevent the unauthorized removal of said price display units from said bus.

5. The device of claim 2 and further comprising:
said price display units having a receiver for receiving an electromagnetic communication,

a stock number printed in an electronically readable code on each of said plurality of products on said shelf,

a handheld programming unit including a transmitter and a scanner for reading said electronic codes wherein said scanner can be used to read said stock number for one of said products and said transmitter can be used to transmit said stock number for said one of said products to one of said price display units.

6. The device of claim 2 and further comprising means to lock said price display units against sliding movement along said bus.

7. The device in accordance with claim 2 wherein said control unit includes a receiver, and said device further comprising a control station remote from said bus and said control unit, and said control station including a transmitter wherein pricing information inserted into said control station is transmitted to said control unit and displayed on said plurality of price display units.

8. The device of claim 7 and further comprising:
a stock number printed in an electronically readable code on said products on said shelf,
an electronic identification code printed on each of said plurality of price display units,
a handheld programming unit including a transmitter and scanner for reading said electronic codes wherein said programming unit can read said electronically readable code for one of said products and read said identification code for one of said plurality of price display units and transmit said codes to said control stations, and
means for linking said codes wherein said control station will transmit pricing information for said one of said products to said control station to be displayed on said one of said plurality of price display units.

9. The device of claim 8 and further comprising:

a stock number printed in an electronically readable code on each of said products on said shelf,

each said price display unit including a detector for detecting an electronic signal, and each of said display units having a coded unit identifier, said control unit including a transmitter for transmitting information to said control station,

a handheld programming unit having a scanner for reading said electronically readable code on said products and a transmitter for transmitting an electric signal to said detector on one of said price display units wherein said scanner can record said stock number for one of said products and transmit said stock number to one of said display units such that said stock number and said unit identifier for said one of said price display units will be transmitted to said control unit, and

means for linking said stock number and said unit identifiers wherein pricing information for said one of said products is displayed on said one of said display units.